



KSHB-TV

ORDER

Print Date 08/16/12 Page 1 of 3

Flight Dates **08/11/12-08/22/12**

Contract / Revision **307615 /**

Original Date / Revision
08/16/12 08/16/12

Advertiser **DSCC IE**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC IE

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1597**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	43	\$21,228.75	\$24,975.00	0.00	07/30/12	08/22/12	43	\$21,228.75	\$24,975.00
Totals	43	\$21,228.75	\$24,975.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	08/13/12	08/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$500.00	P-2	0.00 NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--		4			\$500.00		0.00			
Week:		08/18/12	08/24/12	MTW----		2			\$500.00		0.00			
E 2	KSHB	08/18/12	08/18/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	-----S-		1			\$250.00		0.00			
E 3	KSHB	08/19/12	08/19/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	-----S		1			\$250.00		0.00			



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Contract / Revision **307615** Flight Dates **08/11/12-08/22/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1597**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSHB	08/19/12	08/19/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
E 4	KSHB	08/13/12	08/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		1				\$125.00		0.00			
	Week:	08/18/12	08/24/12	MTW----		2				\$125.00		0.00			
E 5	KSHB	08/13/12	08/22/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		2				\$300.00		0.00			
	Week:	08/18/12	08/24/12	MTW----		1				\$300.00		0.00			
E 6	KSHB	08/13/12	08/22/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		3				\$300.00		0.00			
	Week:	08/18/12	08/24/12	-----		0				\$0.00		0.00			
E 7	KSHB	08/13/12	08/22/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		3				\$500.00		0.00			
	Week:	08/18/12	08/24/12	MTW----		2				\$500.00		0.00			
E 8	KSHB	08/13/12	08/22/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$1,100.00	P-1	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		3				\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	08/11/12-08/17/12	M-F 530-6p		530-6p	MTWThF----	:30		(\$1,100.00)		0.00	NM		
	Credited														
	2	KSHB	08/11/12-08/17/12	M-F 530-6p		530-6p	MTWThF----	:30		(\$1,100.00)		0.00	NM		
	See MG 8.6														
	[NA/OVERSOLD TP]														
	6	KSHB	08/13/12-08/13/12	M-F 530-6p		530-6p	M-----	:30		\$1,100.00		0.00	NM		
	Ⓜ MG for 8.2 08/14														
	Week:	08/18/12	08/24/12	MTW----		2				\$1,100.00		0.00			
E 9	KSHB	08/13/12	08/22/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		3				\$800.00		0.00			
	Week:	08/18/12	08/24/12	MTW----		2				\$800.00		0.00			
10	KSHB	08/11/12	08/11/12	NBC Action News at 5p Oly Sa 5p News	CM	5-530p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	-----S-		1				\$600.00		0.00			
E 11	KSHB	08/13/12	08/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/11/12	08/17/12	MTWTF--		1				\$1,200.00		0.00			
	Week:	08/18/12	08/24/12	MTW----		1				\$1,200.00		0.00			
12	KSHB	08/17/12	08/17/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1597**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
12	KSHB	08/17/12	08/17/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	----F--					1	\$500.00		0.00			
E 13	KSHB	08/18/12	08/18/12	Saturday Prime A Saturday Prime A	CM	7-8p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S-					1	\$300.00		0.00			
E 14	KSHB	08/18/12	08/18/12	Sat 8-10p Stars Earn Stripes	CM	8-10p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S-					1	\$300.00		0.00			
E 15	KSHB	08/13/12	08/22/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWTF--					2	\$1,000.00		0.00			
		Week: 08/18/12	08/24/12	MTW----					2	\$1,000.00		0.00			
E 16	KSHB	08/13/12	08/22/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	1	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWTF--					1	\$150.00		0.00			
		Week: 08/18/12	08/24/12	MTW----					1	\$150.00		0.00			
													Totals	43	\$24,975.00